

Idaho Real Estate Commission **2001 SURVEY RESULTS**

This report is the result of a survey conducted by the Idaho Real Estate Commission to provide a profile of the Idaho real estate licensee. It helps provides direction for some of the real estate programs in Idaho. Although similar surveys were done in 1977, 1979, 1982, 1991, and 1996, changes within the industry have raised questions about the present makeup and needs of the industry and the public. This report helps to determine the answers to many of those questions.

The instrument used to accumulate the data in this report was an 8-page questionnaire mailed to a stratified random sample of active licensees. After classifying the licensees by license type, the sample was drawn by randomly selecting names from each license type. The final sample was proportionate to each license category and each county. Responses to the survey are strictly confidential.

Of the 790 surveys mailed, 379 were returned for a 48% response rate. We believe this represents more than an adequate proportionate response to make valid generalizations about the profile of the licensee and their opinions on the subjects covered within the survey.

Sincere appreciation is extended to Idaho Real Estate Commission staff members: Marty Wallis and Pat Zaske for their dedication and work in accomplishing this study.

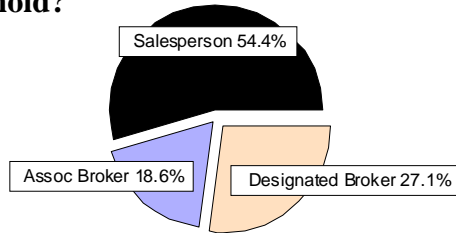
Finally, special gratitude is extended to the 379 licensees who took time from their busy schedules to respond to the survey and provided the data for this study.

Sincerely,

Jill Randall, Education Director
Idaho Real Estate Commission

General Information

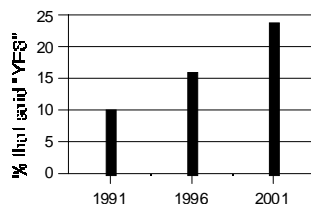
1. Which Idaho real estate license do you currently hold?



Licensee numbers (as of April 2001)			
	Salespersons	Brokers	Companies
Active	3,153	1,707	956
Inactive	1,301	373	n/a
Total	4,454	2,080	956

2. Are you licensed in another state?

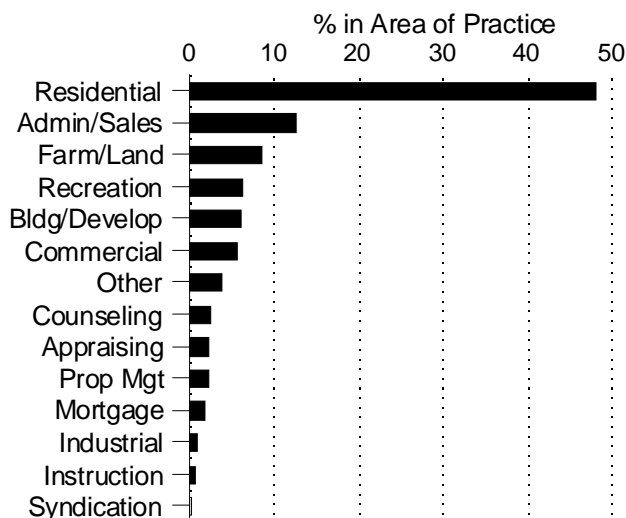
No (76.5%)
Yes (23.5%)



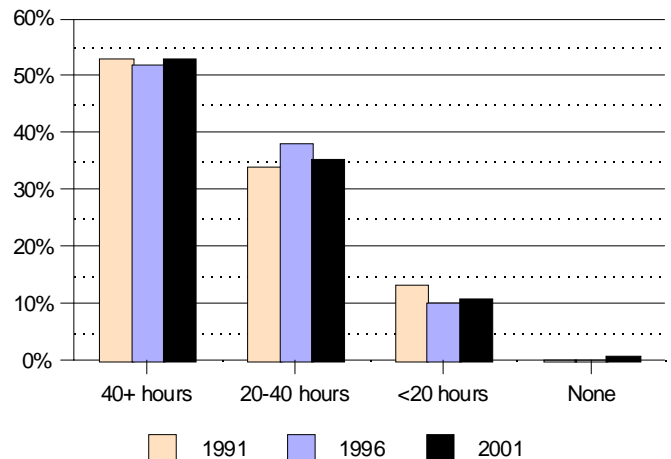
Those who said "Yes" listed the following states:

Washington	25	Montana	8
Wyoming	16	Texas	2
California	14	Illinois	1
Oregon	13	Indiana	1
Utah	12	Missouri	1

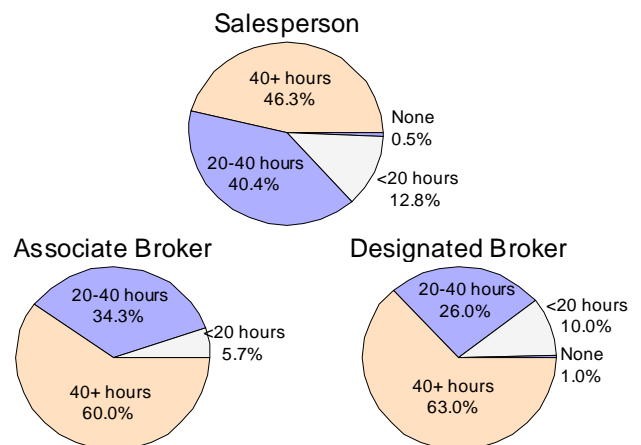
3. What percentage of your time spent in real estate do you devote to the following?



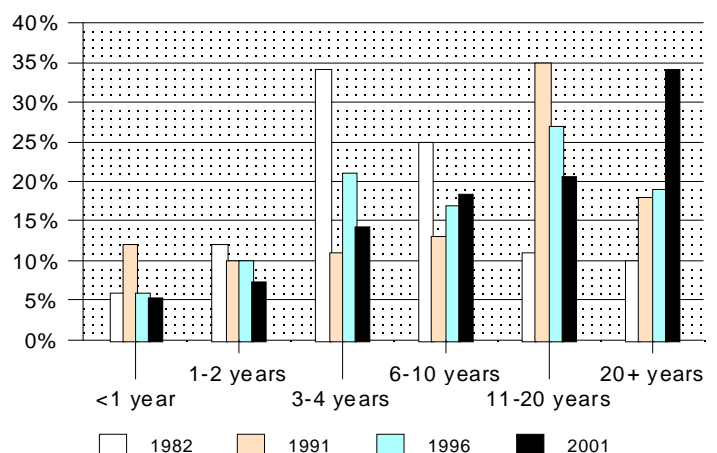
4. In an average week, how many total hours do you spend working in real estate?



Hours Worked per Week 2001 by License Type



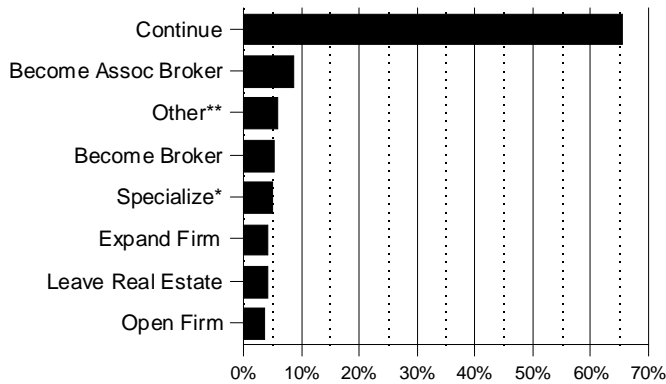
5. How many years have you been in the real estate business?



6. Has your entire working career been in the real estate business?

	<u>1991</u>	<u>1996</u>	<u>2001</u>
Yes (65)	8%	19%	17%
No (313)	92%	81%	88%

7. Which ONE of the following statements best describes your long-term career goal?



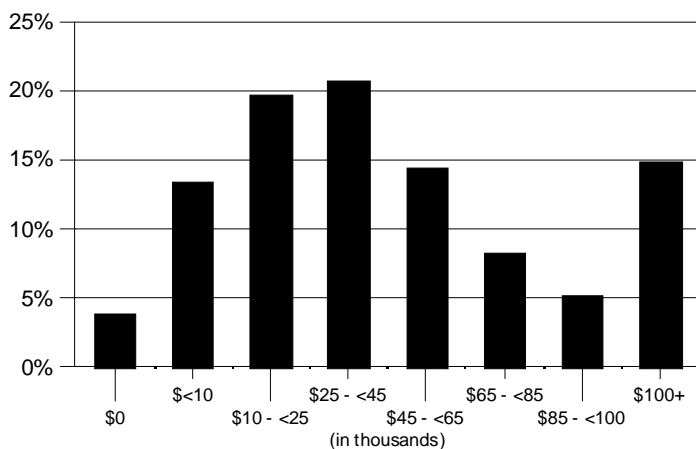
***Specialize in:**

Land development	4
Commercial	4
Farm/Ranch	2
1031 Exchange	2
New Construction	2
Appraisal	1
Business	1
Corporate	1

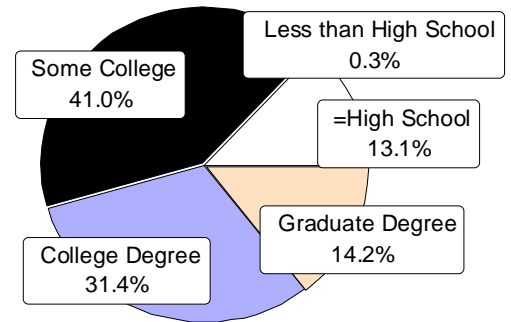
****Other:**

Retire	13
Engineering	1
Development	1
Investments	1
Develop firm, sell it, leave real estate	1

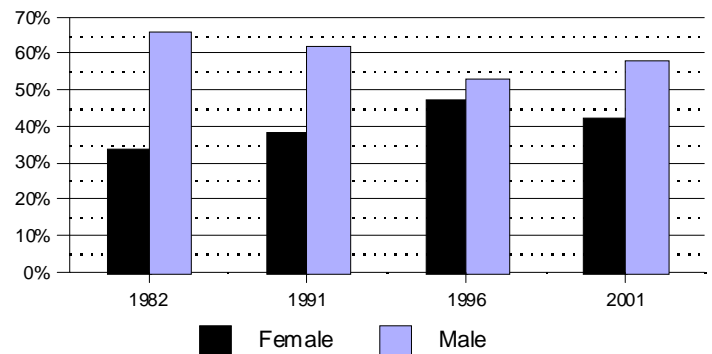
8. Approximate your personal gross income from real estate activities during the last year (after business expenses but before personal expenses and income taxes).



9. Which is the highest level of education you have completed?



10. What is your gender?

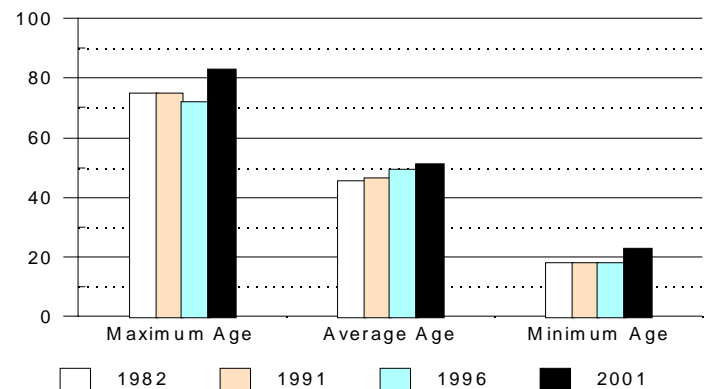


License Type by Gender

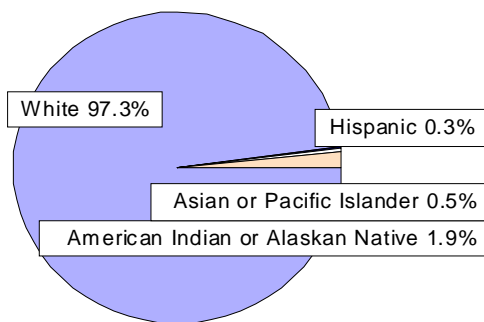


11. What is your present age?

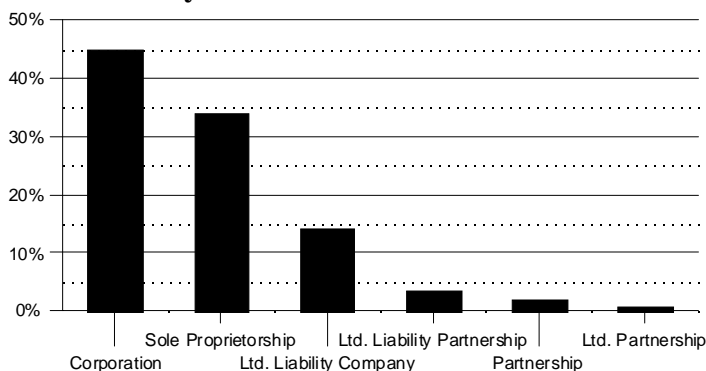
Maximum Age = 83; Minimum Age = 23
Average Age = 51.3 years



12. What one racial/ethnic group do you consider yourself?

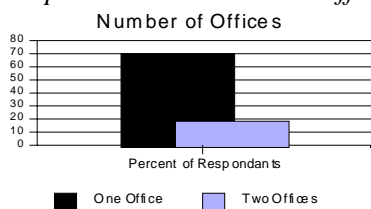


13. Which of the following describes the legal status of your firm?

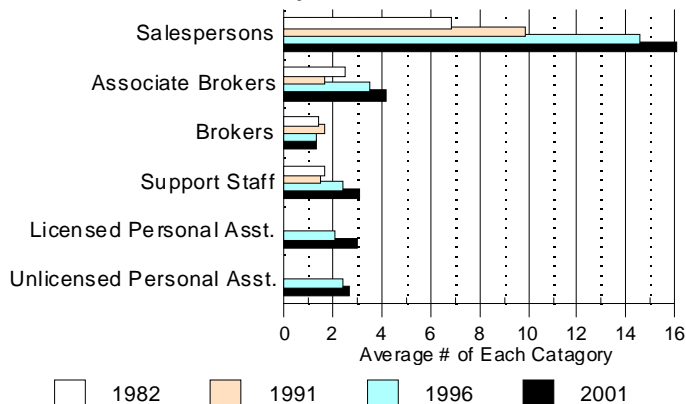


14. How many real estate offices does your firm operate in Idaho?

70.7% of respondents indicated only 1 office
18.3% of respondents indicated 2-3 offices



15. What is the total number of persons employed at the office where you are located?



16. In which Idaho county is your principal place of business?

<i>Ada</i>	29.3%	<i>Gem</i>	0.6%
<i>Ada/Canyon</i>	0.6%	<i>Gooding</i>	0.3%
<i>Adams</i>	0.6%	<i>Idaho</i>	0.9%
<i>Bannock</i>	3.3%	<i>Jackson, WY</i>	0.3%
<i>Bear Lake</i>	1.1%	<i>Jefferson</i>	0.6%
<i>Benewah</i>	0.6%	<i>Jerome</i>	1.7%
<i>Bingham</i>	1.1%	<i>Kootenai</i>	8.2%
<i>Blaine</i>	6.0%	<i>Latah</i>	0.9%
<i>Boise</i>	0.6%	<i>Lemhi</i>	0.6%
<i>Bonner</i>	5.7%	<i>Lewis</i>	0.6%
<i>Bonneville</i>	3.0%	<i>Madison</i>	1.1%
<i>Boundary</i>	0.3%	<i>Minidoka</i>	0.6%
<i>Butte</i>	0.3%	<i>Nez Perce</i>	2.5%
<i>Camas</i>	0.6%	<i>Oneida</i>	0.6%
<i>Canyon</i>	8.2%	<i>Owyhee</i>	1.4%
<i>Caribou</i>	0.6%	<i>Payette</i>	3.0%
<i>Cassia</i>	1.1%	<i>Shoshone</i>	1.4%
<i>Clearwater</i>	0.9%	<i>Teton</i>	2.2%
<i>Custer</i>	0.6%	<i>Twin Falls</i>	3.0%
<i>Elmore</i>	0.9%	<i>Valley</i>	2.5%
<i>Franklin</i>	0.9%	<i>Washington</i>	1.4%
<i>Fremont</i>	1.4%		

17. With regard to your firm, please answer the following:

Is your firm affiliated with a franchise organization?

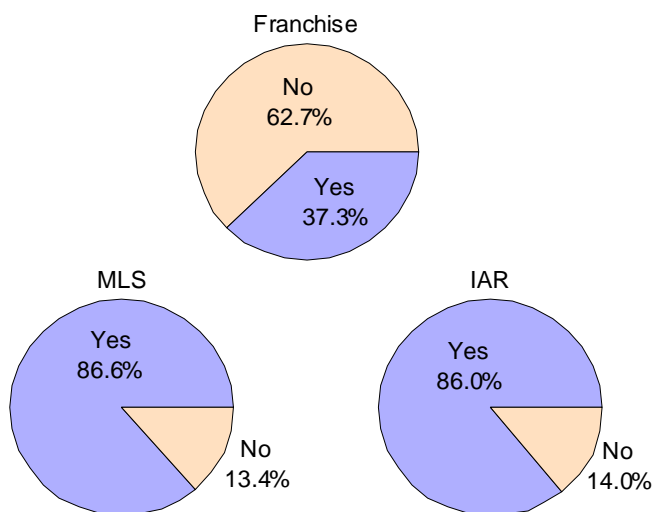
	<u>1991</u>	<u>1996</u>	<u>2001</u>
Yes	24%	30%	37% (average of 8.4 yrs)

Is your firm affiliated with a multiple listing service?

	<u>1991</u>	<u>1996</u>	<u>2001</u>
Yes	79%	88%	87%

Are you a member of the Idaho Association of REALTORS®?

	<u>1991</u>	<u>1996</u>	<u>2001</u>
Yes	79%	88%	86%



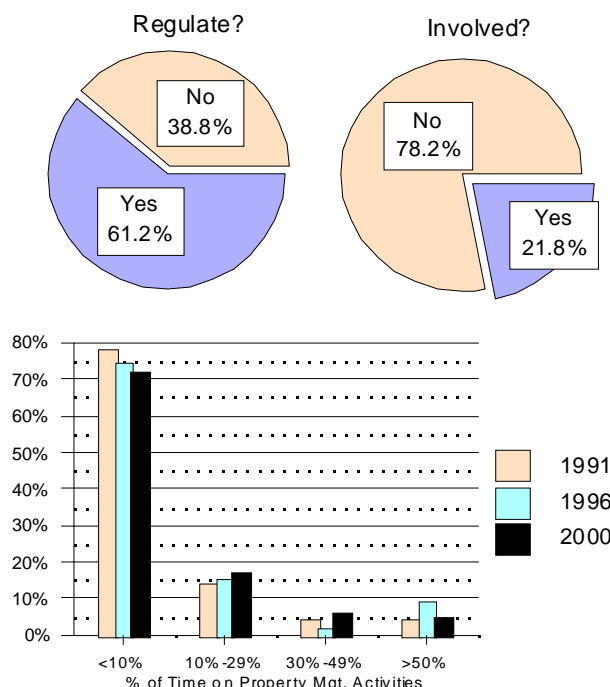
PROPERTY MANAGEMENT

18. In your opinion, should persons performing property management activities be regulated?

19. Are you involved in property management activities?

20. What percentage of your working time do you spend performing property management activities?

	<i>1991</i>	<i>1996</i>	<i>2001</i>
<i>Less than 10%</i>	78%	74.5%	72%
<i>10% to 29%</i>	14.2%	14.9%	17%
<i>30% to 49%</i>	3.9%	1.4%	6%
<i>50% or more</i>	3.9%	9.2%	5%



21. Check the box of each of the following property management operations in which you are engaged:

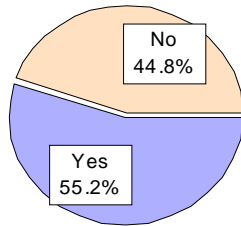
	Lease Marketing	Tenant Administration	Property Administration	Maintenance	Total
Rental Housing	12%	12%	13%	12%	48%
Office Building	4%	3%	4%	3%	14%
Condominiums	2%	1%	2%	2%	7%
Mini Warehouse	2%	2%	2%	2%	7%
Retail Property	2%	1%	2%	1%	6%
Shopping Center	2%	1%	2%	1%	6%
Special Use Building	1%	1%	1%	1%	4%
Industrial	1%	1%	1%	1%	3%
Other	1%	0%	1%	1%	3%
Cooperatives	0%	0%	0%	0%	0%

22. For each statement below, indicate the extent to which you agree or disagree:

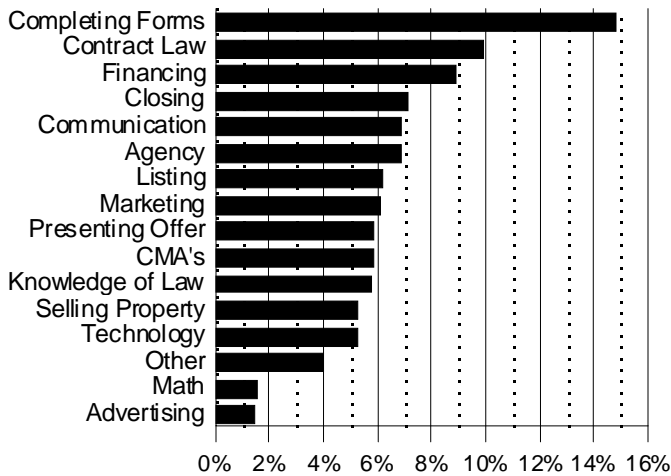
	Strongly Agree	Moderately Agree	No Opinion	Moderately Disagree	Strongly Disagree
•Regulation of property managers would provide positive benefits to the public	34%	29%	13%	17%	10%
•A real estate broker should NOT be permitted to manage property without a separate license	9%	10%	15%	19%	49%
•If property managers are regulated, persons presently practicing property management activities should NOT be "grandfathered."	29%	20%	14%	17%	21%
•Exceptions to licensure should be made for managers who handle relatively few rentals.*	18%	21%	20%	19%	24%
To qualify for an exception, the maximum limit of rental units should be less than: (min. = 1) (avg. = 8.58) (max = 100)					
To qualify for an exception, the maximum monthly dollar volume should be less than: (min. = \$0) (avg. = \$17,112) (max. = \$1,000,000)					

EDUCATION

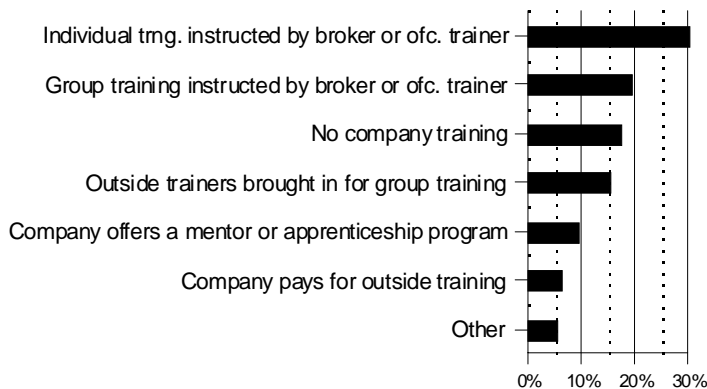
23. Do you feel salesperson *prelicense* real estate education is sufficient for newly licensed salespeople to begin a career in the real estate industry?



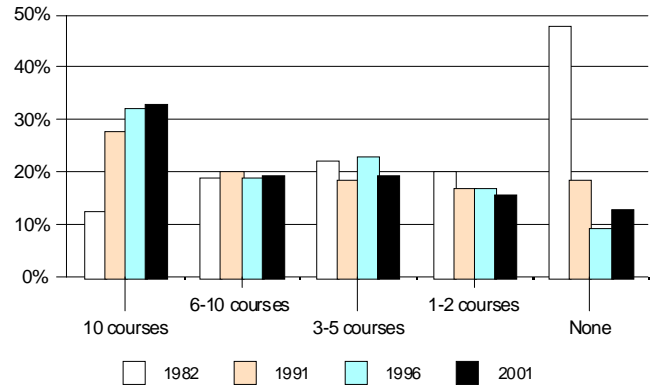
24. Indicate the **THREE skills you believe newly licensed salespeople are *lacking* most:**



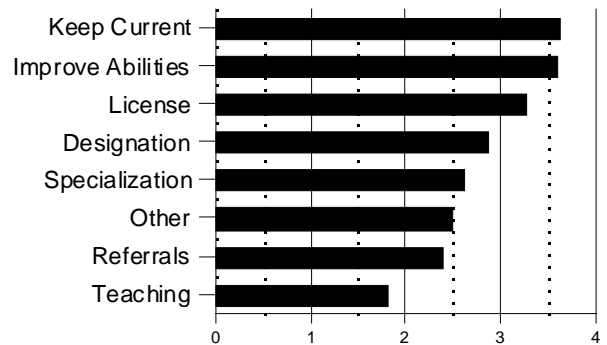
25. Indicate which type of training your company offers to supplement the required prelicense education?



26. How many real estate courses have you taken since entering the real estate business, with the exception of continuing education?

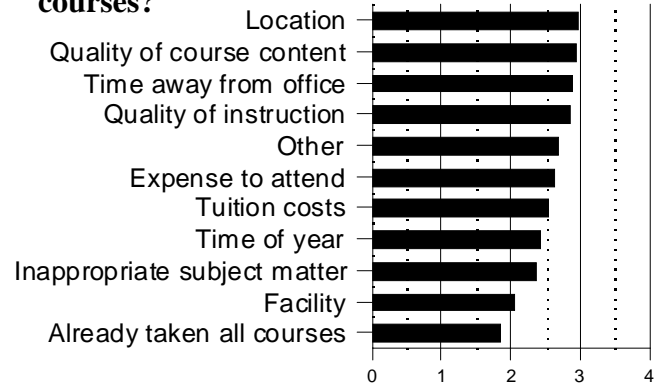


27. How important have the following factors been in motivating you to take real estate courses after licensure?



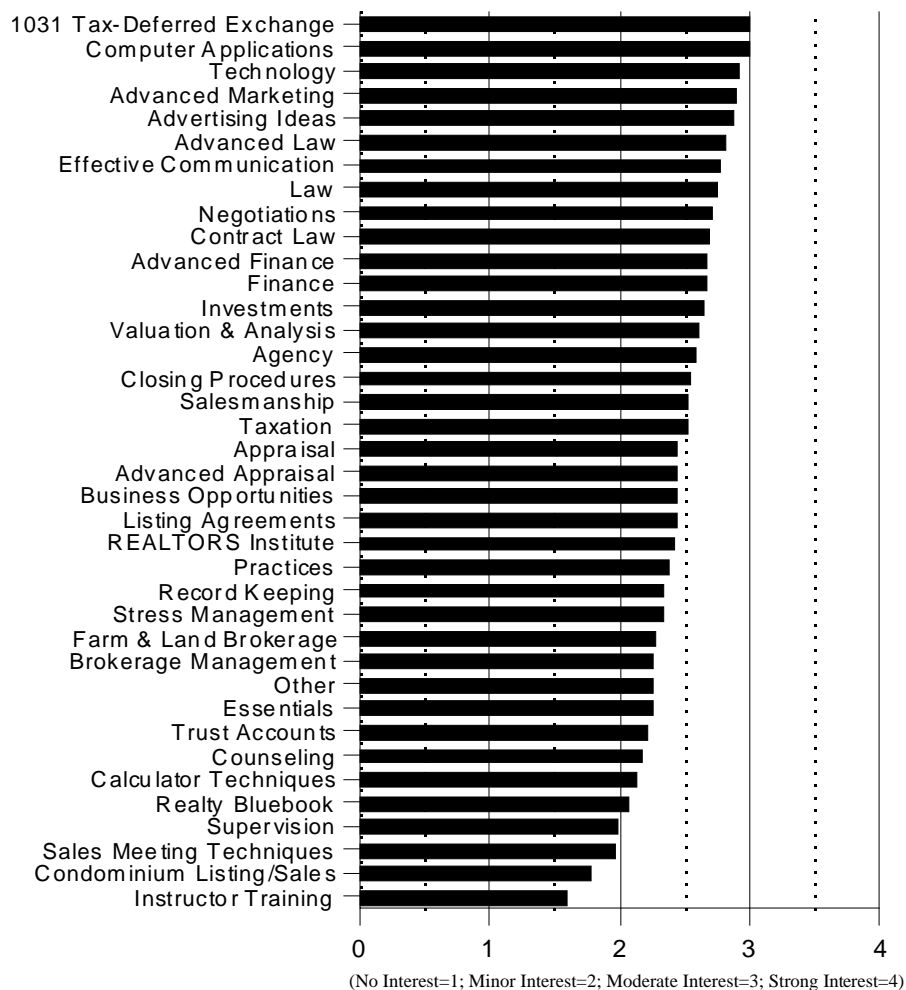
(Not Important=1; Slightly Important=2; Moderately Important=3; Very Important=4)

28. How important have the following factors been in keeping you from taking more courses?

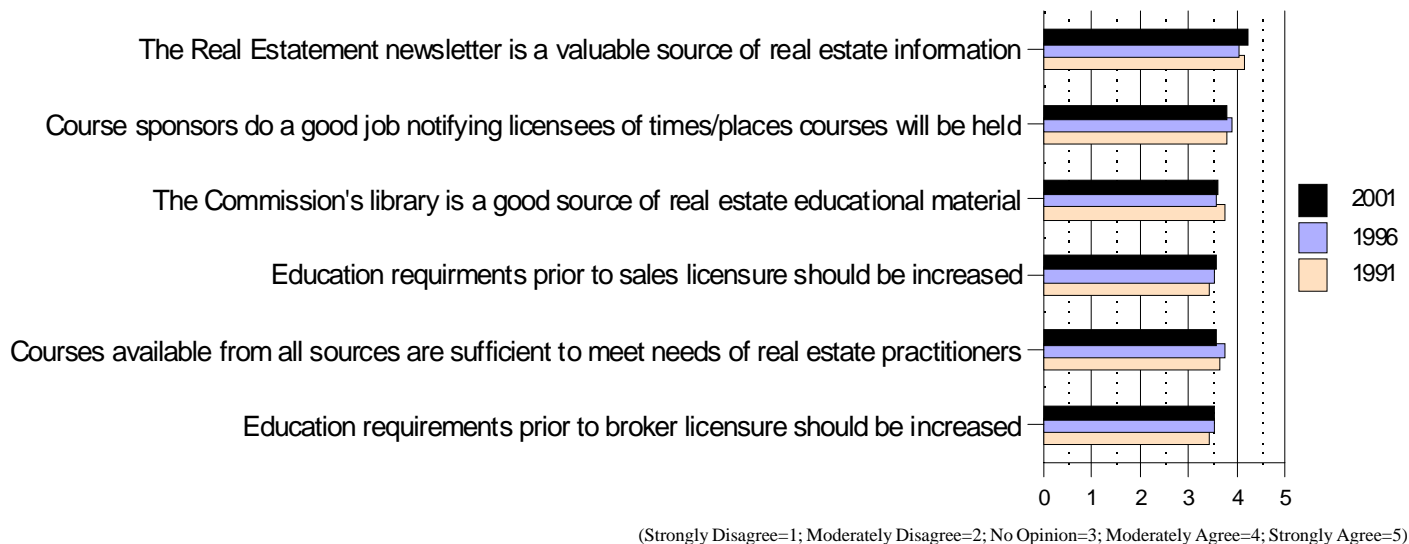


(Not Important=1; Slightly Important=2; Moderately Important=3; Very Important=4)

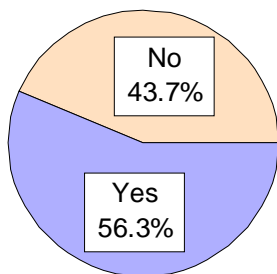
29. Indicate your degree of interest in attending real estate courses on the following topics:



30. For each statement listed below, indicate the extent to which you agree or disagree:



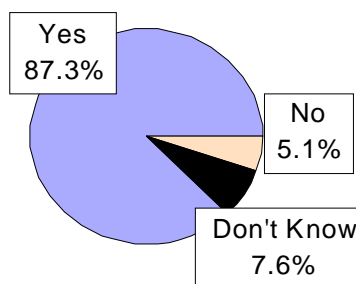
31. Do you believe that a 20 or 30-hour “post-licensing” course should be required during the first renewal period of a salesperson’s license, that is after the salesperson is licensed but prior to the first renewal?



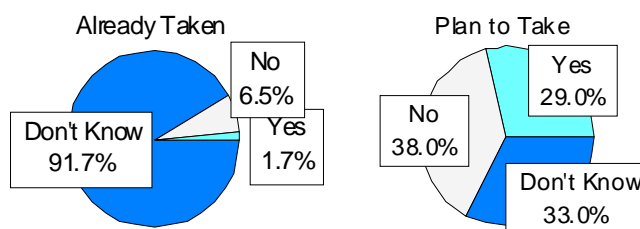
32. Give your overall evaluation of continuing education on the following:



33. With regard to the continuing education program, have the courses you’ve taken provided information about recent changes in the subject area rather than general theory?



34. Have you utilized the segmented format by taking an alternative approved elective course; and do you plan to take an alternative approved elective course for your next renewal period?



35. Has the continuing education program resulted in any of the following benefits?

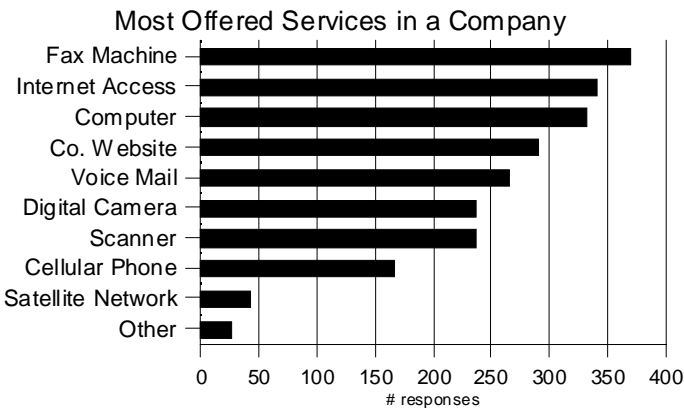
	Yes			No			Don't Know		
	1991	1996	2001	1991	1996	2001	1991	1996	2001
Increased real estate licensees' general competency?	68.6%	70.3%	65.4%	16.8%	14.4%	12.4%	15.6%	15.3%	22.3%
Increased currency of knowledge among real estate licensees?	72.4%	77.0%	69.2%	12.7%	9.6%	7.4%	14.9%	13.4%	23.6%
Increased the level of service provided to the public?	57.0%	54.2%	51.2%	22.9%	22.3%	15.3%	20.1%	23.5%	33.7%
Increased the level of protection provided to the public?	63.1%	57.6%	56.0%	18.2%	18.9%	13.1%	18.7%	23.5%	31.0%

36. What suggestions do you have for improving the continuing education program?

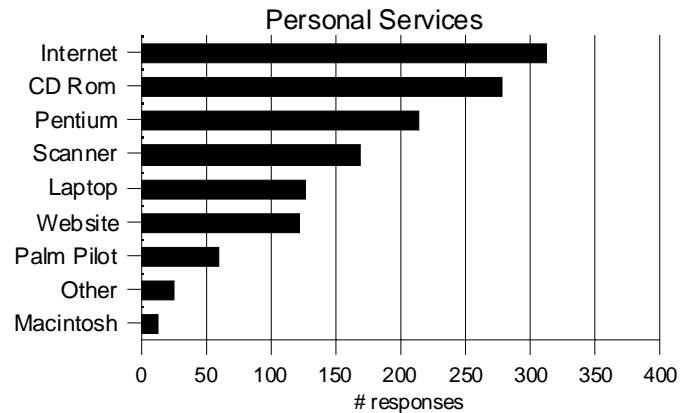
- Shorter time increments (3-4 hours).
- Instructor and class to interact.
- No test.
- Make CE all elective 1-3 hours long.
- More in rural areas.
- More subjects/1 credit hr.
- All live sessions.
- 4 year renewal.
- Out of state school certification. increase # of required hours.
- CE elective is "Total of four hours".
- Post license education such as GRI, CRS, CSP.
- Make agents and brokers responsible.
- Quality. No test.
- Drop exam.
- Have CE every year.
- Provide 3-5 hrs. of important info., instead of fill-up info.
- More comprehensive broker exams.
- Include testing. Require "live" class.
- Marketing, Sales, Technology.
- Increase to 12 hours per year.
- Leave it as is.
- More courses/more interesting instructors.
- It is adequate. More courses/more convenient.
- Agency/Broker Course information and discussion. Role playing.
- Verify spelling/address. Quit copying other's work.
- Shift the emphasis back to public service. Not the "get all you can" attitude.
- Make it more day-to-day in the real estate business.
- Make it interesting. Use successful company for ideas. Contract with other states.
- Instructors are bland. Need to offer good business advice & know the subjects.
- Not so many forms.
- Program works well as is. Salesmanship, motivation, class alternatives.
- More frequent classes in Pocatello.
- More practical in-the-field training.
- Commercial real estate should have it's own license program.
- Ethics.
- Less expensive, more available. It seems adequate.
- New stuff/ethics/penalty areas.
- Receipt of forms.
- Doing good.
- Live courses are informative as is.
- Stress importance of trends.
- Bill Hatch's course is satisfactory.
- Love audio & challenge exam.
- Too much text. Need more time.
- Test should be mandatory and required yearly.
- Doing well.
- Update on new law. Review older laws. Liked the instructor.
- Good instructors make the difference.
- Should be annually, 30-hours per year, 8-12 hr core & electives. broader range of courses.
- Fine as is. More alternative elective courses.
- GRI in Coeur d'Alene.
- More courses in North Idaho.
- Availability in rural areas.
- Judy Leister is good. Keep her.
- Have been licensed for 2 months.
- Outside courses for renewal.
- It works for me as is.
- Keep current with changes.
- More variety. Encourage GRI by allowing CE credit. Instructor variety.
- Expand electives.
- Continue with general discussion.
- CRS, CRB, Buyers education.
- Affordability & availability pertinent to all of Idaho, not just Boise.
- Be more specific. Require testing. Don't hand licenses to out of state people without any Idaho qualifications.
- Electives allow me to specialize.
- Having two teachers would help.
- Weak CE. Teacher just read from the manual. Need Ethics, Law, Updates. Learn more from book. Live class was nothing but reading.
- Sales Strategy & Technology
- More variety. More instruction of all real estate aspects.
- Satisfactory as is.
- More Access to CE.
- More alternative courses.
- Ethics.
- More & better content.
- College level classes & test at the end!
- Mandatory test! If licensee can't pass test, they should not practice.
- One-on-one technology. Student pays total cost.
- Review Essential, Practices, Case Law & New Horizons.
- Technology.
- Exempt brokers w/more than 5 yrs.
- Agency too complicated. Attorneys make golden rule hard.
- More lending, financial end of business.
- Sometimes subjects dragged out and are unnecessary.
- Excellent as is. No testing good.. more counseling & ethics.
- Instructors get to the point and take less time.
- Attendees should address Q's prior to class.
- None. Very informative. alternative to CE exam.
- None. I'm new.
- Filling out contract forms, leaving blanks, etc.
- 4-hr elective has complicate CE & confused agents. It would be better with designations, not licensing.
- Offer elective credit. to more franchise programs.
- Let firms substitute other relevant education.
- Separate Commercial & Residential licenses.
- Enjoy the course, not the test.
- Require every 3-4 yrs. not 2.
- Haven't taken yet.
- Appreciate & strive for excellence. Keep doing same on state level.
- Make sure subjects of substance are covered.
- More choices/free courses. We pay dues, fees, etc., & get nothing. Have competent instructors.
- Several different seminars.
- None.
- Segmented CE great. More interaction at live CE without test.
- More courses, basics refreshers.
- More specialization.
- Everyday is a learning experience in real estate.
- Better & more relevant subject matter.
- All new law & changes occurring. nothing else.
- Has evolved to be a great tool for agent & broker.
- Good it's required. CBT not good for essentials. It's too dynamic for role learning.
- Competency requirements of the instructors.
- More time for some subjects.
- CE should have more Farm & Ranch and Commercial.

TECHNOLOGY

37. Indicate which office equipment or technology services your office currently provides:



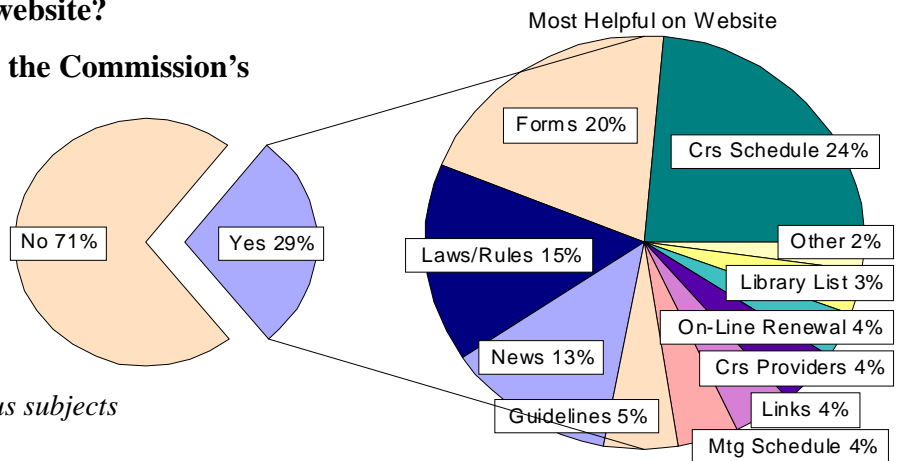
38. If you do own or lease your own personal computer, which of the following pertain to your specific personal computer and technology services?



39. Have you visited the Commission's website?

40. What would you like to see added to the Commission's website?

- *Testing*
- *Broker only site for info on their agents*
- *Education for each licensee*
- *Post CE earlier*
- *More links, maps, Real estate tools*
- *Q&A section*
- *On-line courses & pay with credit card*
- *Leadership report*
- *Oregon forms*
- *How to get variety of information on various subjects*
- *Message board for licensee opinions*
- *E-mail course schedule alerts*
- *GRI, CRS, directories, office rosters*
- *Downloadable forms*



PERFORMANCE EVALUATION

41. How would you evaluate the performance of the Idaho Real Estate Commission staff in the following areas?



42. Additional Comments:

- *Have an agent evaluation profile.*
- *Too easy to get a license. Increase requirements.*
- *Increase renewal to \$2,000.*
- *Semi-retired. I don't actively search for clients.*
- *My role of Personal Assistant influences my responses.*
- *Thank you.*
- *Property Management requires different skills and has a different liability.*
- *Commission staff is helpful and wonderful to work with.*
- *I take my continuing education in Wyoming. Agency is difficult.*
- *Require a college degree for a license.*
- *CE teachers do admirable job. They're patient & sophisticated.*
- *Commission staff is professional. They allowed an unfounded complaint against me.*
- *Eliminate #16 for anonymity. Hats off to IREC.*
- *Education system is good. Both challenging & informing.*
- *Public has semi-negative view of REALTORS®.*
- *REALTORS® don't have knowledge or competency to practice.*
- *No purpose or value to consult in merger & acquisition.*
- *Buyer agents try to break the transaction and wont work with the seller.*
- *Commission serves the real estate community. They should not be the judge & jury.*
- *The real estate exam is too easy. Leasing should be regulated.*
- *Rural brokers need more input from IREC.*
- *Courses don't ever address Farm and Ranch.*
- *The Commission's automated phone system is frustrating.*
- *Commission handled my licensing very expeditiously.*
- *You folks are doing very well.*
- *Agency is unnecessary. We would be better without any.*
- *Values are overstated at listing. Sellers are deceived.*
- *NAR spends too much money promoting. Be conservative.*
- *Raise educational requirements.*
- *Practices is a waste of time and money. My broker actually trained me.*
- *Audit more often and have Commission representatives throughout state.*
- *Thanks.*
- *The Industry should grow with technology. Areas around the state stay separate. Doing OK.*
- *I like courses with required attendance & no test.*
- *Doing a good job.*
- *I've had no dealings with the Commission. I'm sure they are professional.*
- *Haven't been in real estate long enough to form opinions.*
- *Limiting the ability to perform management goes against the constitution. No regulation.*
- *Impressed with response time when returning calls.*
- *Appreciate not being put off. Questions are always answered.*
- *IREC should police the local boards on regular basis.*
- *More prelicense education.*
- *People respond promptly. They're friendly and always helpful.*
- *I have enjoyed my real estate career in Idaho.*
- *Thank you for your concerns to improve our industry.*
- *It shouldn't take 1½ yrs. to take action on license.*
- *Commission does a super job. REALTORS® need to work together.*
- *Les and Terry are great. They are always available to answer questions.*
- *Haven't really dealt with the Commission.*
- *I dislike having to take CE.*
- *Enforcement is weak. More money & more people are needed. Get tough.*
- *Stay out of regulating Property Management!*
- *IREC is not consistent when doing audits.*
- *Too few people control the education program. No out of state Broker Licenses.*
- *Any issues I've had with the Commission have been handled prompt & professional.*
- *Auditors need to be helpful. Previous audits were.*
- *I haven't worked one-on-one with the staff.*
- *Raise the bar for entry in to real estate.*
- *Require Bachelor's degree with no grandfather clause.*
- *Raise the cost to limit people entering in to the business. The Commission generates fear instead of being helpful.*
- *Technology & help with office procedures.*
- *Property Managers should have Brokers Licenses.*
- *Proud to be a part of real estate in Idaho due to the Commission staff.*
- *Being full-time appraiser, I'm not a good source of info.*
- *I work in Oregon. Idaho Commission is easier to work with.*
- *More than 2 yrs experience should be required before opening an office.*
- *I'm impressed with all staff members, especially Donna Jones.*
- *Property management regulation causes law suits. Leave it alone.*
- *Thanks for all you do.*
- *Answering devices are frustrating and expensive.*
- *Have a single license state like Colorado. Getting licensed too easy.*
- *Separate commercial from residential real estate licenses.*
- *My experience is in Oregon. Just obtained an Idaho license 2 years ago.*
- *The people at the Commission are wonderful. Dues are too high.*
- *I can't believe you sold us out to out-of-state real estate agents.*
- *Real estate is tough. It takes time. Prelicense education should contain Marketing.*
- *Good questions. Thank You.*
- *Thought provocative survey is too long.*
- *Very pleased with the system. Keep up good work.*
- *Unnecessary to renew every 2 yrs. Make it 4 yrs.*
- *Commission should know commercial & residential are different.*
- *More forms & more practical, no marketing in classes.*
- *Audits went from educational to a monetary goal.*
- *Fair, honest, and helpful.*
- *Continue focus on IT. especially e-sales.*
- *Technology is important. Forms and Finance.*
- *Commission office very helpful.*
- *California board dues are less money for much more service.*